



ECONOMIC GLOBALIZATION OF SPORT

HOW ABOUT A QUIZ TO START THE UNIT?

**on a piece of paper answer
the following 10 questions:**

1. Name 1 football (soccer) player.
2. Name 1 basketball player.
3. Name 1 baseball player.
4. Name 1 winner of the Tour de France.
5. Name 1 winner of the Masters Golf Tournament.
6. Name 1 professional team with players from more than 1 nationality:
(what is the team and where are the players from?)
7. Name an athlete who won a gold medal at the Beijing Olympics.
8. Name a spokesperson for Nike.
9. Name 3 sponsors of any major sports teams.
10. Name 2 things Michael Jordan branded.

Sport started to internationalize very long ago as “foreign” athletes attended the Greek Olympics



International competitions emerged with the rise of modern industrial market capitalism: Wimbledon tennis 1877, US Open tennis 1881, modern Olympics 1924, football World Cup 1930, the Masters Golf 1934, ski world Championship 1973

Increasingly related to commercial activity and profit-seeking companies

Increasing numbers of professional (paid) athletes in international competitions

All significant sport events are broadcast

Professional clubs become transnational corporations

Can you name some sports that have been 'imported' by foreign countries?

Why do you think sports have become Globalized?

Why do some cultures or countries import certain sports but not others?



Many sports have been 'imported' and given a new home



Baseball in Japan and South Korea

Soccer (football) in North America

American football and Frisbee in Europe,

Cycling in Africa

Skiing and hockey in Saudi Arabia

A high-angle, wide shot of a massive crowd of football fans filling a stadium. The fans are densely packed, and many are wearing red and white clothing, including scarves and hats. Some fans are waving flags, and the overall atmosphere appears to be one of intense excitement and support for a team. The crowd extends far into the background, filling the entire frame.

The most globalized sport in the world is football with 250 million registered participants in the world.

The market for football (practice, events, TV, shoes, etc.) involves over 500 million people.

An athlete cannot run with money in his pockets. He must run with hope in his heart and dreams in his head.
-Emile Zatopek

550 Billion U.S. Dollars



The global profits of imported and exported sporting goods in 2004

GLOBALIZATION OF PRODUCTION



Many firms proceed to Foreign Direct investment (FDI) in the sporting goods industry.

in other developed countries (market-seeking FDI)

in developing and transition countries (efficiency-seeking FDI) with low production costs (unit labor costs).

GLOBALIZATION OF PRODUCTION



Most sport shoes and sportswear are stitched in South-East Asia, North Africa and Latin America.

Over 80% of soccer balls are manufactured in Asia.

Nike, and Reebok relocate all production in developing countries through outward processing trade to Pakistani, Indonesian, and other subcontractors.

Global Sponsors

The sporting good industry sponsors national federations, professional clubs and athletes in several for obvious.

But now transnational corporations from outside the sport industry have entered sport sponsoring:

McDonald's, Kodak, Philip Morris, Visa, Fuji, Time-Life, Philips, Canon, Carlsberg, Sony, Toyota, Mercedes.

So Sport must be very lucrative



**Who was the first to sponsor
a major sporting event?**

...in this case the 1928 Olympic Games.



Since economic globalization of sports is uneven, a great number of countries are left aside. Less Developed and transition economies marginally participate in sport globalization.

In other words...they miss out on the money



Why?

Why Less Developed Countries can't compete



- 1. The ratio of professional participants/population is usually lower than 1%**
- 2. Lack of money, teachers, and equipment for Physical Education**
- 3. Limited sport facilities and equipment**
- 4. Few world sport events hosted**

About 30 developed countries handle the organization of 96% of all world sporting events per year. The rest of the world (170+ countries) host less than 5%.

Remember the Quiz?

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check your answers against the students near you. Do you have many of the same answers?

Why is that?

GLOBALIZATION

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